

Rep Order# 8828872 **Ver#** 5 **Status** Revised
EC'd Yes

Traffic Order# 36632

Printed: 10/02/2012 10:01 AM
Last Received: 10/02/2012 9:49 AM
Showing Buylines: All Lines

2 of 8

Station KLAS-TV LAS VEGAS
Advertiser () REPUBLICAN JEW COAL
Product REPUBLICAN JEWISH CO
Estimate#
Buyer LAURA LANCASTER
Phone#
Fax#

Agency () JAMESTOWN ASSOCIATES
5937 JONES CREEK RD, SUITE B
BATON ROUGE, LA 70817

Rep Firm
Sales Office () DALLAS
Salesperson () SHELLY MOONEY

Salesperson Phone# 214-525-2668
Salesperson FAX#

-- CONTRACT COMMENT --

REPUBLICAN JEWISH COALITION - MUST HAVE 15 MINUTE SEP W/O 9/17 TO START WED 9/19, MUST BE DARK TUE 8/25-WED 8/26

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

10/2 CONVERTING SOME :30'S TO :60'S

NO CHANGE IN TOTAL

SEE CHANGES TO LINES 2, 4, 6, 8, 10, 12, 14

SEE NEW LINES 30-36 FOR :60'S

PLS CF

THX SHELLY

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Hiatus Weeks

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LT	Ln	Day	Time	Program
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3 M-F 700A-900A THE EARLY SHOW
Rating: 1.2 [MADE-GOOD BY LINE(S) 19-25]

Rating: 1.2 [MKGD FOR SPOTS MISSED ON LN #3: 9/17 (4/WK)]

25 M, TH-F 700A-900A THE EARLY SHOW
Rating: 1.2 [MKSD FOR SPOTS MISSED ON LN #3: 9/24 (4/WK)]

*4 M-F 700A-900A THE EARLY SHOW
Rating: 1.2 Sales Remark: V5 10/1 & 10/8 2X EACH
V5 More than 2 codes changed

5 M-F 900A-1000A LIVE WITH KELLY
Rating: 1.5 [MADE-GOOD BY LINE(S) 20 26]

20 W-F 900A-1000A LIVE WITH KELLY
Rating: 1.5
[MKGD FOR SPOTS MISSED ON LN #5: 9/17 (4/WK)]

26 M, TH-F 900A-1000A LIVE WITH KELLY
Rating: 1.5
[MKGD FOR SPOTS MISSED ON LN #5: 9/24 (4/WK)

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*6	M-F	900A-1000A	LIVE WITH KELLY	:30	\$850.00	10/01-10/05	2	1	2	\$3,400.00 ✓	
							10/15-10/19	2	1	2		

Rating: 1.5

Buyline Comment: 10/1 & 10/15 - 2X EACH ONLY
Sales Remark: V5 10/1 & 10/15 - 2X EACH ONLY
V5 More than 2 codes changed

7	M-F	1200P-1230P	NOON NEWS	:30	\$750.00	09/17-09/28	0	0	0	\$0.00
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Rating: 1.4

[MADE-GOOD BY LINE(S) 21 27]

21	W-F	1200P-1230P	NOON NEWS	:30	\$750.00	09/19-09/21	3	1	3	\$2,250.00
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Rating: 1.4

[MKGD FOR SPOTS MISSED ON LN #7: 9/17(3/WK)]

27	M, TH-F	1200P-1230P	NOON NEWS	:30	\$750.00	09/24-09/28	3	1	3	\$2,250.00
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Rating: 1.4

[MKGD FOR SPOTS MISSED ON LN #7: 9/24(3/WK)]

*8	M-F	1200P-1230P	NOON NEWS	:30	\$850.00	10/01-10/19	1	3	3	\$2,550.00 ✓
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Rating: 1.4

Buyline Comment: 1X EACH WEEK
Sales Remark: V5 1X EACH WEEK
V5 More than 2 codes changed

9	M-F	500P-630P EVENING NEWS ROTATOR	:30	\$1,300.00	09/17-09/28	0	0	0	\$0.00
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Rating: 2.2

[MADE-GOOD BY LINE(S) 22 28]

22	W-F	500P-630P EVENING NEWS ROTATOR	:30	\$1,300.00	09/19-09/21	9	1	9	\$11,700.00
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Rating: 2.2

[MKGD FOR SPOTS MISSED ON LN #9: 9/17(9/WK)]

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Hiatus Weeks

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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*14 SU 630A-800A CBS SUN MORNING

:30 \$2,000.00

10/07-10/21

0

0

0

\$0.00

Rating: 2.6

Sales Remark: V5 CONVERTING TO :60'S
V5 Comment Changed, Spots/week Changed

15 SU 800A-830A NEWS NOW

:30 \$1,500.00

09/23-10/21

1

5

5

\$7,500.00

Rating: 2.3

16 SU 1100P-1135P NEWS AT 11P

:30 \$900.00

09/23-09/30

1

2

2

\$1,800.00

Rating: 2.0

17 SU 1100P-1135P NEWS AT 11P

:30 \$1,100.00

10/07-10/21

1

3

3

\$3,300.00

Rating: 2.0

*30 M-F 600A-700A MORNING NEWS

:60 \$2,400.00

10/01-10/12

1

2

2

\$9,600.00

Rating: 1.4

Sales Remark: V5 NOW :60'S
V5 Added

*31 M-F 700A-900A THE EARLY SHOW

:60 \$2,000.00

10/01-10/05

1

1

1

\$8,000.00

Rating: 1.2

Sales Remark: V5 NOW :60'S
V5 Added

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---	---	---	---	---	---	---	---	---	---	---	---	---
	*32	M-F	900A-1000A	LIVE WITH KELLY	:60	\$1,700.00	10/01-10/05	1	1	1	\$6,800.00	
							10/08-10/12	2	1	2		

Rating: 1.5

Sales Remark: V5 NOW :60'S
V5 Added

*33 M-F 1200P- NOON NEWS :60 ✓ \$1,700.00 10/01-10/19 1 3 3 \$5,100.00

Rating: 1.4

Sales Remark: V5 NOW :60'S
V5 Added

*34 M-F 500P-630P EVENING NEWS ROTATOR :60 \$3,000.00 10/01-10/05 2 1 2 \$27,000.00
10/08-10/12 4 1 4
10/15-10/19 3 1 3

Rating: 2.2

Sales Remark: V5 NOW :60'S
V5 Added

*35 M-F 1100P- NEWS AT 11P :60 ✓ \$4,400.00 10/08-10/12 1 1 1 \$4,400.00
1135P

Rating: 2.7

Sales Remark: V5 NOW :60
V5 Added

*36

Sales Remark: V5 CONVERTING TO :60'S
V5 Added

: 60 \$4,000.00 10/07-10/21 1 3 3 \$12,000.00

Rating: 2.6

Sales Remark: V5 CONVERTING TO :60'S
V5 Added

---REPORT TOTALS---

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Report Totals: 119 / \$178,750.00

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---SALES MONTHLY TOTALS---

Sep 12: 60 / \$65,500.00 Oct 12: 59 / \$113,250.00

Sales Totals: 119 / \$178,750.00

Station Totals: 119 / \$178,750.00

Lines not sent/rclld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$993,056	CABL	0%	KLAS	18%	KSNV	50%	KTNV	19%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	13%	UNKN	0%		

---COMPETITIVE COMMENTS---

COMP. SHARES ARE ESTIMATED

Books NOV11
Demos RA3564